



RAFAELLA KANBAR

Experience Strategy & Innovation Orchestrator

- 305.904.0122
- rmedeiros29@gmail.com
- [linkedin.com/in/rafaellak](https://www.linkedin.com/in/rafaellak)
- [WhyRafa.com](https://www.wwhyrafa.com)
- Portuguese & Spanish

EDUCATION

MA Mass Communication, Digital Strategy (Online)

University of Florida
Courses: Digital Copywriting, UX,
Display & Search, Emerging Tech,
Personal Branding & more
May 2023 with Distinction

BS of Science in Communication, Creative Advertising & Graphic Design, Minor in Marketing

University of Miami
Dec 2011

PASSIONS IN ACTION

- Innovation: [Visionary Leader in Pharma Voice](#)
- HBA member & [2023 Rising Star](#)
- Personal Branding Speaker
- Omnivomen Mentor
- TBWA Global Learning Program Coach & Volunteer
- TBWA\WorldHealth DE&I Leadership Board Member
- NEXT: TBWA's Global Innovation Network member
- Omnicom Digital Fusion Member

CREATING EXPERIENCES

- Miro
- OmniHealth & Omni
- Google Ads Certified
- AI & Metaverse tools
- Keynote & Storytelling
- AirTable
- Doximity, Sermo, META, X, Pinterest, TikTok, LinkedIn, Reddit, Snap
- Photoshop & Illustrator
- Sprinklr, Adobe Social Cloud, Sprout, Hootsuite, Brandwatch

THE RAFA EXPERIENCE

TBWA\WorldHealth (Creative Agency) – Omnicom Health Group / NY, remote from Miami

VP, Group Director Experience Strategy

Jan 2022 - Present

Grow Experience Strategy team, contribute to new business wins, such as Regeneron, while managing multiple clients and leading agency omnichannel creation and roll-out.

- Recognized as ['Rising Star'](#), Healthcare Businesswoman Association award honoring top talent
- Orchestrate fun and effective Experience & Innovation workshops, including cross-functional global teams

VP, Experience Strategy

Jan 2022 – Jan 2023

Led CX efforts for HCP & consumer across Moderna, bluebird bio, Repatha, Adempas, and Entresto with a focus on digital and content strategy, including new business.

- Launched bluebird brand, a breakthrough new gene therapy treatment, leading all facets of content
- Selected to attend [Tiger Academy](#) within 6 months of employment- a week-long executive leadership program held in Turkey, designed for the top 30 global 'Rising Stars' across TBWA's network
- Led agency social, trends, and innovation efforts, developing & launching our metaverse office

ZIMMERMAN (Full-Service Agency) – Omnicom Group / Ft. Lauderdale, FL

VP, Experience Strategy

June 2021 – Jan 2022

Led Consumer Experience department of 8 people across +15 clients & new business, managing all facets of experience & content strategy including paid, owned, and earned.

- Evolved CX practices to maximize efficiencies & cross-dept collaboration, including: new strategic processes & briefs, team podcast, and Content Studio

Director, Experience Strategy

Jan 2020 – June 2021

Developed consumer-centric experience plans for KAY Jewelers, Five Below, EltaMD, JetBlue Vacations, Planet Fitness, Jet's Pizza, and more. Mentored talent through interactive workshops and culture-building.

- Built new experience frameworks & ecosystems, pitched and championed [immersive commerce](#)
- Developed [#LovesUnstoppable](#) campaign for KAY Jewelers, as seen on [Ad Age](#), rooted in 2020 insights
- Led integrated and social-first campaigns around cultural moments, such as KAY's [#EveryKiss](#) Pride Month

CARAT (Media Agency) – Dentsu Aegis Network / New York, NY

Associate Director, Paid Social

Dec 2017 – Jan 2020

Served as social lead for Microsoft across lines of businesses and managed multi-million annual budgets. Mentored team and partnered with cross-functional teams, creative agencies, and social partners.

- Built client trust and gained approval to move into Self-Service paid social activation model
- Sold in 1st to market opportunities, such as Twitter's Spotlight Promoted Trend + First View for Microsoft's Surface Go launch- hosted "war rooms" during product launches
- Led social measurement framework & research, creative testing, and attitudinal insights for US & Global
- Partnered with EMEA/APAC teams to align on paid social strategy and provided training on best practices

DKP / DKPeople (Creative Agency) – Miami Beach, FL

Director, Interactive Content

July 2015 – Oct 2017

Led social strategy & ideation, execution, and reporting for Delta Airlines (USH & LATAM). Crafted social strategy for Iberia Foods and Zaxy (U.S. market). Managed partner agencies, mentored team, led pitches.

- Developed Delta's Brazil Fanpage from 0 to 1 million fans, making it #1 in ER among all airlines in Brazil
- Partnered with +30 influencers for Delta's [#MyNextTripBackContest](#) (US Hispanic campaign), from negotiation to creation and measurement
- Managed Rock in Rio sponsorship, the world's largest music festival, leading an on-site team of 12 people
- Led video content production, such as a branded episode in a Brazilian TV Show and various webisodes from negotiation through production, traveling with the production crew across Brazil, Atlanta, and NY

Social Media Content Manager

Aug 2014 – June 2015

Designed integrated campaigns for Delta Air Lines, with a focus on paid, data, and social.

- Led vision & production of "Wake up in NY", turning a pocket park in São Paulo into Little NY promoting a social contest giving away a trip to NY (+40K participants)
- Self-taught, strategized, and activated paid social campaigns

Experience Designer

Aug 2012 – Aug 2014

Crafted social strategy, content, and measurement for Delta's Brazil Fanpage. Partnered with Creative and Account Directors to expand and sell new agency services: sponsorships, experiential, and events.

- Collaborated with production agencies in Brazil to strategically amplify Delta's sponsorship of TED Talk via a social contest and street activation in São Paulo
- Conceptualized, strategized, and managed Delta's Rock in Rio integrated campaign and sponsorship. Led a team of 20 people on-site during the festival

Junior Experience Designer

April 2012 – Aug 2012

Conducted research and presented a strategic social plan to launch & develop Delta's Brazil Fanpage. Earned client's trust, and DKP became Delta's official LATAM/USH social and digital agency.

- Conceptualized & executed a social contest, designing and building a Facebook app; +80% of fans
- Mastered Flash to design and code digital banners; trained Art Directors expanding agency offerings
- Pitched a winning concept for a Diageo brand in Venezuela (Chequers), including an integrated campaign

Starcom Mediavest Group (Media Agency) – Coral Gables, FL

Search Analyst & Digital Intelligence Intern for tech clients

April 2011 – Aug 2011